

**City of Greensboro Planning Department
Zoning Staff Report
April 12, 2004 Public Hearing**

The information provided in this staff report has been included for the purpose of reviewing proposed zoning changes. Since the zoning process does not require a site plan, there may be additional requirements placed on the property through the Technical Review Committee process to address subdivision and development regulations.

Item: B
Location: 3330 West Friendly Avenue (East side of Hobbs Road between Northline Avenue and West Friendly Avenue)

Applicant: Starmount Company
Owner: Hobbs Street Properties LLC

From: RS-12 and GO-H
To: CD-GB

- Conditions:**
- 1) Uses shall be limited to those permitted in the SC District.
 - 2) Redevelopment of the site, for other than renovation and continued use of the current office building, will be subject to the following conditions:
 - A) Use will be predominantly commercial with complementary uses such as office, residential and service, and will not exceed 325,000 square feet of nonresidential gross floor area and 100 residential units. The residential component will be developed as Mixed Development as provided in Section 30-5 of the Development Ordinance.
 - B) Pedestrian walkways will be provided within the site and pedestrian access will be provided from all adjoining streets and from the adjoining section of Friendly Center.
 - C) A common sign plan will be developed and signage will comply with the signage provisions for the Limited Business (LB) zoning district.
 - D) Developer will implement recommendations of the Traffic Impact Study to include provision of right and left turn lanes on West Friendly Avenue and striping of turn lanes on Hobbs Road and Northline Avenue.
 - E) Full movement access points will be limited to one from W. Friendly Avenue, two from Northline Avenue and one from Hobbs Road unless otherwise approved by GDOT.
 - F) A minimum of 3 acres will be devoted to pervious surface and/or the provision of visual, aesthetic or environmental amenities.

SITE INFORMATION	
Existing Land Use	Burlington Industries Office Building
Acreage	33.3
Physical Characteristics	<i>Topography:</i> Flat <i>Vegetation:</i> Grass/Trees <i>Other:</i> n/a
Overlay Districts	n/a
Historic District/Resources	n/a
Generalized Future Land Use	Mixed Use Commercial
Other	n/a

SURROUNDING ZONING AND LAND USE		
Location	Land Use	Zoning
<i>North</i>	Bog Garden/Open Space	RS-9/CD-GB
<i>South</i>	Single Family Subdivision (14 adjacent dwelling units)	RS-12
<i>East</i>	Friendly Shopping Center (Harris Teeter, The Grande Theater)	CD-SC
<i>West</i>	Single Family Dwellings, Hobbs Landing (16 lots), Northline Place (16 lots), Caldwell Square Townhouses (37 units)	RS-12/CD-RS-7/RS-7

ZONING HISTORY		
Case #	Year	Request Summary
847	1968	Burlington Industries site was rezoned to Institutional 100 by City Council. At that time, a 450-foot buffer zoned for single family uses was left intact between the western line of the tract and Hobbs Road. (The Institutional 100 classification was converted to General Office High Intensity at the time of city-wide remapping to implement the UDO.)
2398	1994	The eastern 13.7 acres of that tract was rezoned to CU-SC (#2398) by the City Council. That tract is the present site of Harris Teeter and The Grande.

DIFFERENCES BETWEEN RS-12 and GO-H (EXISTING) AND CD-GB (PROPOSED) ZONING DISTRICTS
<p>RS-12/GO-H: RS-12 Districts are primarily intended to accommodate moderate density single family detached dwellings in where public water and sewer service is required. The overall gross density is typically 3.0 units per acre or less. GO-H Districts are primarily intended to accommodate high intensity office and institutional uses, high density residential uses at a density of 26.0 units per acre or less, and supporting service uses.</p> <p>GB: Primarily intended to accommodate a wide range of retail, service, and office uses. The district is typically located along thoroughfares in areas which have developed with minimal front setbacks. See conditions for use limitations and other proposed requirements.</p>

TRANSPORTATION	
Street Classification	Friendly Ave. - Major Thoroughfare, Hobbs Rd. - Collector, Northline Ave. - Collector
Site Access	Maximum of one full access to Friendly Ave., Hobbs Rd., and 2 to Northline Ave.
Traffic Counts	Friendly Ave. ADT = 25,000
Trip Generation	16,575 trips per average weekday, 20,028 trips per average Saturday.
Sidewalks	Required per development ordinance.
Transit	Yes.
Traffic Impact Study	Yes required.
Other	

ENVIRONMENTAL REVIEW	
Water Supply Watershed	No, drains to North Buffalo Creek
Floodplains	No
Streams	None
Other	n/a

CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

Connections 2025 Written Policies:

Reinvestment/Infill Goal: Promote sound investment in Greensboro's urban areas, including Center City, commercial and industrial areas, and neighborhoods.

POLICY 4C: Promote new patterns and intensities of use to increase economic competitiveness and enhance quality of life.

POLICY 4C.1: Establish standards for and promote new forms of compact development.

POLICY 4G.1: Promote compact development.

POLICY 7C.3: Identify brownfield sites and underutilized/abandoned properties and buildings and expedite opportunities for development.

POLICY 8B.2: Support and apply policies to promote walkability and bicycling.

POLICY 8C.3: Promote transit use by encouraging or requiring transit-supportive design features in development plans. Emphasize the need for transit-supportive (higher density, mixed-use) development at major activity centers.

Connections 2025 Map Policies:

The area requested for rezoning lies within the following map classifications:

Mixed Use Commercial: This designation is intended to promote a mix of uses, of which various commercial uses remain predominant, but where residential, service, and other uses are complementary. Where applied to older highway corridors characterized by “strip” commercial uses, the intent is to encourage infill and redevelopment for a more diverse and attractive mix of uses over time. Examples include residential units over commercial uses or a wider array of economically viable uses to replace obsolete uses. Such areas also may represent opportunities for the introduction of substantial higher density and/or mixed-income housing, with negligible impacts on, or resistance from, nearby single-family neighborhoods. Ensuring that buildings are of the appropriate scale and intensity is critical, as is ensuring that sites are designed in a coordinated, as opposed to a lot-by-lot, manner.

Activity Center: Activity Centers are existing or anticipated future concentrations of uses that function as destinations or hubs of activity for the surrounding area. Typically located in areas of mixed use shown on the Generalized Future Land Use Map, such centers are intended to include features such as a mix of higher intensity uses (housing, retail, office, etc.), compact development patterns, and pedestrian and transit linkages. A one-half mile radius (considered the limit of a comfortable walk) is shown around each activity center except for the Downtown, which functions as an activity center for the entire City. It should be noted that the locations shown on the Generalized Future Land Use Map are conceptual and do not preclude the development of Activity Centers in other locations where they would support the goals and policies of the Comprehensive Plan.

CONFORMITY WITH OTHER PLANS

The following aspects of relevant plans may be applicable in this case:

City Plans:**Other Plans:**

STAFF COMMENTS

Planning: Aside from being in compliance with the Generalized Future Land Use Map, this request addresses numerous goals and policies set forth in the Connections 2025 Comprehensive Plan. The proposal is in accordance with the Plan in the following ways:

- it incorporates a mix of uses (including residential) within a designated Activity Center,
- it is located along an existing transit route and proposes the density and intensity that supports transit use,
- it promotes walkability through the use of pedestrian walkways within the site and connecting pedestrian walkways to adjoining sites,
- it includes some open space and aesthetic amenities, and
- it is reusing a site that is soon to be vacant.

The final details of the site design are yet to be worked out, but the applicant is making efforts to work with the surrounding neighborhoods so that the development will be considered an asset to the area. As mentioned earlier, when looking at the goals and policies of the Plan this development is supported by the Plan. One area that could be further improved would be to increase the amount of open space. Currently the applicant has proposed to devote a minimum of 3 acres or slightly less than 10% of the 33.3-acre site to pervious surface and/or the provision of visual, aesthetic or environmental amenities. The site could be further improved with the provision of more open space for the benefit of the residential units, offices and the patrons of the commercial uses.

As a result of discussions with the surrounding neighborhoods, the applicant is considering adding conditions at the April 12th public hearing which include additional open space/buffers. Among others, the following items may be addressed:

- Precludes a variety of potential uses.
- Precludes any direct drive to a retail center from Hobbs Road.
- Adds a 120 foot wide buffer for 600 feet along Hobbs Road (1.7 acres) and additional buffer for the remaining 600 feet.
- Provides for Starmount provision of pedestrian lights at Hobbs & Friendly and Hobbs & Northline.
- Provides for connection to the Harris Teeter/Theatre area.
- Requires that buildings feature parapet walls to screen and buffer mechanical units and sound.
- Restricts lighting to avoid glare and obtrusion.
- Limits building height and the maximum store size to preclude “big box type users”.
- Reduces maximum building height from that illustrated on the published drawing.
- Prohibits drive-thru restaurants.
- Limits hours for exterior cleaning, music and dumpster service.
- Prohibits illuminated building signage adjacent to Northline Ave.
- Prohibits use of exposed tube neon on building exteriors.
- Limits period of illumination for signage within 125 feet of W. Friendly Ave.
- Prohibits construction traffic on Hobbs Road north of Northline Ave.

GDOT: Additional right of way dedication and widening may be required per the Development Ordinance.

Water Resources: No additional comments.

HCD: No comments.

STAFF RECOMMENDATION

Based on all the information contained in this report, the Planning Department recommends approval.